

training and motivation of a single company and its each employee. At the same time the results of the control program "Mystery Guest" are used primarily for the correction of work and learning, rather than penalties.

Experts determine the necessity of the "mystery guest" for:

- Assessing the competitiveness;
- assessing the correctness of the choice of the target audience;
- conformity assessment of the selected concept;
- identifying ways and methods of exit from the crisis;
- identifying ways to further successful promotion of the project (brand);
- determination of compliance with standards of service;
- identifying ways to improve the image of the company.

If the majority of tourism enterprises benefits from this program, the quality of service will be increased and, consequently, the competitiveness will also be increased.

From the above it can be concluded that the acute problem of the quality of service is that the consumer wants to receive quality service, but he does not always get it. This problem was investigated by many foreign and domestic authors, but the problem still remains relevant.

One mechanism for identifying and improving the quality of services is the program "Mystery Guest", which includes a visit of trained people to tourist enterprises where they rate the quality of services provided by the staff. "Mystery Guest" is an ideal solution for the control of service and achievement of its higher standards. At low cost program it has practically unlimited possibilities in respect of improving service.

References

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WELNESS TOURISM

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Wellness tourism was considered as a part of regular tourism, and now it has become a separate category. People are finding new ways to celebrate their happiness and a healthy vacation is one of them too.

Today, people want to achieve more in less time and this leads to stress. Wellness tourism is a great way to reduce stress and feel energetic. With no doubt, business professionals are one of the most stressed groups. Many wellness tourism resorts and hotels offer special packages to business professionals. This includes conference halls where they can attend their meetings. Wellness resorts and hotels

also combine different medical, wellness, and fitness programs to combine business and wellness together. People can also visit these destinations with their family and friends as well.

Technology is contributing a lot in wellness tourism as engineers are designing different wearable wellness and fitness gadgets. These gadgets can help people to track their health and fitness status. Wearable wellness or fitness gadgets include watch, blood sugar monitors, wireless pulse monitors, calorie trackers, smartphone exercise device, and more. Wellness wearable devices can motivate people to stay fit and healthy. They can track easily that what they are having and how much calories they are adding to their daily meal.

Wellness tourism provides an opportunity to spend quality time in a natural a location. It means longer health and wellness vacations but you can spend wellness weekend and can enjoy short break. Many tourism facility providers offer special tour packages to honeymoon couples. This provides an opportunity to couples to combine honeymoon and wellness together. Couple can enjoy couple spa, natural spring bath, and traditional massage therapies in beautiful locations. Wellness tourism will help them to enhance their health and beauty in a unique way.

Thermal spa destinations have become great tourism spots. People can enjoy their wellness therapies and procedures in a unique environment. Destinations like Bali, Malaysia, and Italy offer great thermal spa tourism packages to their guests. Visitors can get a chance to see the benefits of different spa and massage therapies.

Nowadays, people are becoming very conscious about their health and fitness. People are finding new and different ways to achieve good health and maintain their fitness level. Wellness tourism does not only mean to have wellness care in an exotic land. These days, wellness tourism also involves adventurous trips or activities.

Wellness tourism is a perfect blend of vitality, health, tourism, beauty, and wellbeing.

Fitness tourism is a young kind of tourism. It is much more than a weight loss vacation, yoga retreat, and a fitness holiday. The resort offers a complete package of wellness activities, which involves power walk, high-energy cardio workout, yoga, and inspiring dance classes. Fitness tourism means to visit different countries, normalize weight, improve the shape and improve health. Nowadays fitness tourism is developing rapidly.

Many people interested in fitness tourism. Most hotels can offer not only rest on an exotic beach, and activities in the open center.

It is popular in people who are looking for a healthy holidays in the lap of nature, away from hustle and bustle of routine life.

Wellness tourism is known as “sun and fun activities” as it includes both wellness care and recreational activities. A few years ago it was only limited to health and wellness but now it has become a way to pamper yourself in luxury. It is a part of luxurious lifestyle as people are including wellness and spa tourism into their daily life as well.

References

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